



Site Select TN is the Tennessee Department of Economic and Community Development's quarterly newsletter aimed at informing our partners in business development on the successes and milestones being achieved in Tennessee. ECD's mission is to develop strategies which help make Tennessee the No. 1 location in the Southeast for high quality jobs.

Fourth Quarter 2012

MUSIC CITY
SHINES IN
ABC DRAMA

NASHVILLE



The national spotlight is shining on Music City this fall with the hit ABC drama "Nashville" filmed on location in Tennessee. After an October premiere, the critically acclaimed hour-long show made its mark on the television industry quickly, prompting ABC to order a full 22-episode season. Dubbed one of the Most Exciting New Series at the Critics' Choice Television Awards, the freshman production stars Connie Britton ("Friday Night Lights," "American Horror Story") and Hayden Panettiere ("Heroes").

"Nashville" chronicles the day to day struggles and triumphs of Rayna James (Britton), a legend in the country music industry, whose husband is campaigning for mayor of Music City. James

**"ABC's Nashville is bold,
ambitious and fun"**

– *The Los Angeles Times*

crosses paths and butts heads frequently with country newcomer Juliette Barnes (Panettiere) – a tough and sassy temptress who won't let anything or anyone stand in the way of her dreams.

"The unprecedented national exposure of 'Nashville' has introduced a whole new generation to the Bluebird Café, Ryman

Auditorium and the infamous honky tonks of Lower Broadway," Bob Raines, executive director of the Tennessee Film, Entertainment and Music Commission, said. "It has reignited the idea of Nashville as a city where people come to pursue their dreams and is reshaping the image of Nashville as a progressive and modern city in the South."

In addition to Britton and Panettiere, "Nashville" also stars Clare Bowen, Eric Close ("Chaos," "Without a Trace"), Charles Esten ("Enlightened," "Big Love"), Jonathan Jackson ("General Hospital"), Sam Palladio, Robert Ray Wisdom and Powers Boothe ("24").

• Nashville Sound

Legendary musician, songwriter, and soundtrack and record producer Joseph Henry "T-Bone" Burnett is the executive music producer for the show with much of the musical scoring, recording and publishing done in Music City. More than 700,000 digital downloads have been sold since early December, and Big Machine Records released a "Nashville" soundtrack on Dec. 11, featuring music from Britton, Panettiere, Esten, Jackson, Bowen and Palladio.

"The unique confluence of film and music that 'Nashville' offers is central to our aim of highlighting Tennessee's great strength as a center of creative excellence in the music industry," ECD Commissioner Bill Hagerty said.

ABC has even created a documentary web series that follows the life of original songs performed on "Nashville" written by singer/songwriters in the music scene, from the songs' inception to on-air premiere. The docu-web series, available at abc.com/musiclounge, offers an intimate look into the songwriting process, from guitar demo to music video and all the steps in between.

• Production Grant

ECD approved a \$7.5 million reimbursable grant for "Nashville" based on a projected \$44 million in qualified Tennessee production expenditures. Qualified expenses include those for goods or services purchased from a Tennessee vendor or paid to a Tennessee resident in connection with the production.

"We are taking a new approach to one of Tennessee's strongest and most unique businesses, the entertainment industry," Hagerty said. "Gov. Bill Haslam has made a concerted effort to fold the film and music sectors into our department and make them a part of the state's regular economic goals and initiatives."

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Learn more about ECD at



For more information on doing business in Tennessee, visit us online at
www.tn.gov/ecd

BIG Nissan Announcement at 2012 Governor's Conference

In front of a crowd of nearly 1,000 state and local officials, chamber of commerce representatives and members of the business community at the 59th Annual Governor's Conference on Economic and Community Development, Tennessee Gov. Bill Haslam announced Nissan will add 810 new jobs at its Smyrna, Tenn. vehicle assembly plant for a third shift at the site.



Gov. Bill Haslam, along with Nissan Americas Vice Chairman Bill Krueger, announces Nissan will add 810 new jobs at its Smyrna, Tenn. vehicle assembly plant for a third shift at the site.

The third shift for the Nissan plant is the company's first ever at the plant in its nearly 30-year history in Smyrna, and with this announcement, the company has added more than 2,000 manufacturing jobs in Tennessee since mid-2011.

Nissan, founded in Japan, began its Smyrna plant in 1983. The plant has an annual production capacity of 550,000 vehicles on a capital investment of \$2.5 billion.

"Nissan and Tennessee have enjoyed a long and successful partnership, and this announcement shows the strength of the company and the

market demand for its products," Haslam said. "Nissan and our existing industries are very important to the state's economy and the citizens they employ, and I want to congratulate and thank Nissan on today's announcement and the new jobs it means for Tennessee."

Nissan North America is headquartered in Franklin, Tenn. The Smyrna plant is one of three Nissan production sites in the United States, the others in Decherd, Tenn., and Canton, Miss.

"Our investment in creating hundreds of new jobs demonstrates Nissan's long-time commitment to our employees, Smyrna, and the state of Tennessee," Nissan Americas Vice Chairman Bill Krueger said. "The dedicated workforce in Tennessee continues to build high-quality vehicles that compete and win globally, and we're committed to ensuring this doesn't change."

The theme of this year's Governor's Conference was "Global Reach, Local Impact." Haslam said the Nissan move reflects the spirit of the conference.

"Nissan has been instrumental in putting Tennessee on the map in auto manufacturing," Haslam said. "This announcement bolsters what has been a highly successful business story in our state."

Learning the "Tricks of the Trade" from the Experts

For the second year in a row, and back by popular demand, the annual Governor's Conference on Economic and Community Development kicked off with a plenary sessions featuring a panel of some of the nation's leading site selectors.

This year's panel featured Michelle Comerford, managing director, Austin Consulting; J. Michael Mullis, president and CEO, J. M. Mullis, Inc.; and Mark L. Williams, president, Strategic Development Group, Inc.

Entitled "Secrets of the Site Selectors," the panelists explained to an audience of economic development professionals, local and state government officials and members of the business community how potential locations are evaluated and what it takes to land a project. Conference attendees learned the significance of an effective website, how first impressions and a community's ability to work as a team effectively can often be the deciding factor for a company, and the importance of understanding your community's strengths and how to use them to your advantage.



Site selector panel at the 59th Annual Governor's Conference. From left to right: Mark L. Williams, president, Strategic Development Group, Inc.; Michelle Comerford, managing director, Austin Consulting; J. Michael Mullis, president and CEO, J. M. Mullis, Inc.; and Panel Moderator Kingsley Brock, ECD assistant commissioner of Business Development.

The 59th Annual Governor's Conference on Economic and Community Development was held Oct. 18 – 19 in Nashville, Tenn. This year's theme was "Global Reach, Local Impact" and featured keynote speakers Mike Curb, chairman and founder of Curb Records, and Tennessee Gov. Bill Haslam.

Nashville (Continued from page 2)

"Nashville" is expected to employ more than 350 Tennessee residents in various crew positions with 235 production days scheduled.

"The consistent employment afforded Tennesseans as a result of this multi-episode series will result in constructive training and talent development and longer term employment for Tennessee's entertainment industry," Hagerty added.

• Updated Film Incentive Program

Tennessee's film incentive program went through a major overhaul in 2012 to provide a complete one-stop-shop for film incentives and to target and include smaller productions in

the state. Though the "Nashville" series was incentivized under the old system of grants and tax credits, any entertainment projects moving forward will fall under the new program.

The new program incentivizes projects with budgets over \$200,000 for grants equal to 25 percent of in-state expenses, a change from the previous threshold of \$1 million. In addition to lowering the dollar threshold, the revised program includes recurring funding for the program. These changes were made with the goal of incentivizing more films by Tennessee companies and attracting independent filmmakers by streamlining the incentive delivery process.

• High Profile

"Nashville" was created by Academy Award winner Callie Khouri and is produced by R.J. Cutler, Khouri, Dee Johnson, Steve Buchanan and Connie Britton. The series is a Lionsgate, ABC Studios and Gaylord Entertainment production.

"The show is raising the profile of the city and state as an entertainment hub," Raines said. "Additionally, the show attracts production services, grows local infrastructure and highlights Tennessee's unique musical culture."

"Nashville" airs Wednesdays at 10 pm EST on ABC.

2012

TOP Q4 ANNOUNCEMENTS



Nissan

Smyrna, Tenn.; Vehicle manufacturer. 810 new jobs.



Nike

Memphis, Tenn.; Athletic apparel company. \$277 million investment and 275 new jobs.



ADT Corp.

Knoxville, Tenn.; Electronic security systems company. \$1.8 million investment and 118 new jobs.



MacLean Power Systems

Trenton, Tenn.; Leading manufacturer of critical components for the electric utility grid. \$12 million investment and 250 new jobs.



Oberto Brands

Nashville, Tenn.; National leader in the meat snacks category. \$28.7 million investment and 310 new jobs.



Access America Transport

Chattanooga & Knoxville, Tenn.; Logistics company. \$3.2 million and 550 new jobs.

One for the books

At the end of 2011, ECD set a goal of 20,000 announced jobs for 2012, and as the year comes to a close, we are right on track to exceed our goal. Along with Nissan's announcement of 810 new jobs at its Smyrna, Tenn. vehicle assembly plant, other substantial announcements this quarter include Nike, ADT Corp., MacLean Power Systems, Oberto Brands and Access America Transport.

In October, Nike announced plans to expand its Memphis, Tenn. distribution center. The company will invest \$277 million and create 275 jobs. NIKE, Inc. is the world's leading innovator in athletic footwear, apparel, equipment and accessories.

ADT Corp. announced plans in October to expand its Knox County Customer Monitoring Center. The expansion represents an investment of \$1.8 million and the creation of 118 new, full-time jobs. ADT provides electronic security for residential and small business customers in the U.S. and Canada.

Also announced in October, MacLean Power Systems will locate a manufacturing plant in Trenton, Tenn. This

announcement represents an investment of \$12 million by the company and is anticipated to create 250 jobs. MacLean Power Systems is a leading manufacturer of products used globally by electric utilities for building transmission and distribution lines and substations. The facility will produce hardware and connector products and is projected to begin initial operations in the first half of 2013.

In November, Oberto Brands, a national leader in the meat snacks category and maker of the popular Oh Boy, Oberto! jerky line, announced the company will open a new production facility in Nashville, Tenn. in the first half of 2013. The new facility will bring approximately 310 new jobs to the area over the next few years with positions ranging from plant director to line workers.

Access America Transport announced in December it will expand its Chattanooga and Knoxville facilities and create 550 jobs during a five year period – 450 additional jobs at the Chattanooga facility and 100 additional jobs at the Knoxville facility. Founded in 2002, Access America Transport is a full service transportation company headquartered in Chattanooga, Tenn.